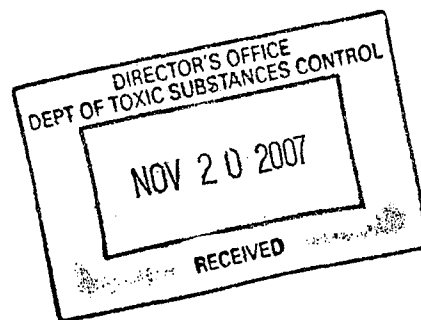




A **Henkel** Company

November 16, 2007

Maureen Gorsen
Director, Department of Toxic Substances Control
California Green Chemistry Initiative
P.O. Box 806
Sacramento, CA 95812-0806



Dear Ms. Gorsen:

Dial very much appreciates your ongoing efforts to ensure industry inclusion during the discussions on the Department of Toxic Substances Control (DTSC) California Green Chemistry Initiative. We also appreciate this opportunity to provide comments on the Green Chemistry Initiative.

The Dial Corporation, a company of Henkel KGaA, is based in Scottsdale, Arizona, and is one of America's leading manufacturers of consumer products, including Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners, Soft Scrub® household cleansers, Combat® insecticides, and Right Guard® antiperspirants/deodorants. Dial products have been in the American marketplace for more than 100 years.

Henkel operates in three business areas - Home Care, Personal Care, and Adhesives Technologies - and ranks among the Fortune Global 500 companies. Henkel is dedicated to sustainability and is committed to conducting business activities responsibly. The commitment extends to its brands and technologies and focuses on helping to make the world a better place in which to live, today and in the future.

I. Background

Dial believes there is a significant lack of understanding outside the consumer products industry about how consumer products companies, in general, develop products. Dial develops products to meet specific consumer needs that will improve the quality of human life. Many of our products are necessary to protect the public health against dangerous diseases, infestation, and unsanitary conditions.

From the very beginning concept stage, Dial carefully evaluates the purpose of the product. What will it do? How will it be used? Where will it be used? Who will use it? Is there a potential for consumers to misuse the product? If so, what might happen? If a misuse scenario would result in harm to the consumer or the environment, Dial works to design the product to minimize misuse, uses ingredients that are protective of consumer

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and environmental safety, and provides appropriate precautionary language and directions for use so that consumers will be armed with the information they need to safely use the products while receiving the product benefit.

Once the concept is developed, product development work begins. All raw materials and formulas are submitted for review. Dial conducts evaluations on products which include: a) comprehensive reviews of ingredients, regulatory compliance and industry standards, b) assessments of oral toxicity, eye and skin irritation, skin sensitization, exposure scenarios, and environmental issues, c) consumer in-home use tests, and d) post-market surveillance as a minimum.

Dial develops products that meet or exceed safety requirements of all state and federal agencies in the United States and Canada charged with regulating those products, including the California Department of Pesticide Regulation (DPR), the California Air Resources Board (CARB), and other state agencies, U.S. Consumer Product Safety Commission (CPSC), the U.S. Environmental Protection Agency (EPA), the Occupational Safety and Health Administration (OSHA), the U.S. Food and Drug Administration (FDA), Health Canada, and Environment Canada.

While we support the California Green Chemistry Initiative and believe there is much that can be done to address and spur the development of green chemical technology, Dial strongly asserts that current federal and state regulations already provide strong consumer protections.

II. Recommendations for Chemical Data Development Initiatives

Chemical data development efforts should build on existing statutory and regulatory structures, voluntary initiatives, and data development efforts. Dial does not support any California-specific data development requirements and pre-market approval process for chemicals or consumer products. Dial would support DTSC collaborating with other government agencies currently charged with assessing chemicals and consumer products.

Dial does not support pre-market approval of chemicals or consumer products, because this would be an incredibly burdensome and expensive process for the State of California. Not only would the infrastructure for this have to be created and implemented, it would unnecessarily restrict the development of new products. As an example, in a California Department charged with pre-market approval, the Department of Pesticide Regulation (DPR) registered only 12,000 pesticide products in 2005-06 to the tune of \$17.5 million.

To require pre-market approval for the hundreds of thousands of additional chemicals and consumer products in commerce would be cost-prohibitive and completely unworkable. Further it would stifle product innovation and the use of green technology and ingredients through a cumbersome approval process. It would be unlikely that pre-market approval would provide a benefit to the consumer commiserate with the cost to the state.

III. Support for Appropriate Ingredient Communication

Throughout Green Chemistry discussions and in legislative discussions, many have expressed a desire to know what ingredients are in the products they use for different reasons: a) avoiding specific substances, b) purposefully selecting products containing certain substances, and c) generally understanding the nature of the products.

For some products ingredient information is not readily available to consumers. Dial fully supports an appropriate approach to providing accurate information to consumers through ingredient communication. Dial participated in work done by the Soap and Detergent Association (SDA) and the Consumer Specialty Product Association (CSPA) that would provide consumers with the information they can use to make informed decisions regarding the products they use in their homes.

IV. Essential Principles for Green Chemistry Initiatives

Dial believes that the Green Chemistry program must be based on sound science and structured in a way that includes all stakeholders. Additionally, green chemistry programs should be designed to ensure that products remain technologically and commercially feasible to produce; and that product efficacy, performance, and usability are not compromised or undermined. As such, Green Chemistry must foster innovation and not limit the development of new chemistry technologies.

V. Conclusion

Dial believes that the Green Chemistry Initiative may encourage green innovation in California. Dial believes that DTSC should recognize and encourage the current product stewardship procedures and safety-based assessments that Dial and other companies perform prior to marketing a consumer product. Dial looks forward to working with DTSC as recommendations on the Green Chemistry Initiative are developed and throughout its implementation.

Please feel free to contact me at (480) 754-2208 if you have questions about our comments.

Respectfully Submitted,


Suzanne Hagen
Manager, Regulatory Affairs